CANADIAN MOVING PICTURE

# DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

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# 'Variety Club Pet Charity'—Murdoch

## AGVA-AFM Fight Won't Stop Musician's Support of Variety

Walter Murdoch, head of the Canadian section of the Musician Union, in a special message to The Digest, pledged continued aid as in the past, to the work and activities of Variety Club, Tent 28, Toronto. The Musicians Union and myself personally will "continue to support Variety Village and all special events for its benefit, when it does not interfere with the present differences between the AFM and AGVA. Variety Village is our pet charity," stated Mr. Murdoch.

Mr. Murdoch informed The Digest, that he has instructed the Montreal local of his union to get behind, the organization of a Variety Tent for Montreal.

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### On The beam

By JAY L. SMITH

ACCORDING to Haskell Masters, Canadian District Manager for Warner Bros. Pictures, the Warner Freres are definitely "On The Beam," with three of the company's most important forthcoming productions, "A Star Is Born," "Dragnet," and "Battle Cry," completed and awaiting national release. Haskell has just returned from a flying visit to the Warner Studios at Burbank, where in company with head-office executives, studio chiefs and district managers from across the U.S., he saw the three finished productions, and the completed footage of six additional productions currently before the cameras.

**President Harry M. Warner, addressing the group, said: "Our company is in the best position of its history . . . with an unprecedented line-up of fine pictures completed, currently in production and scheduled for production, we can confidently expect to further improve our position."**

Haskell reports the enthusiasm of the entire group present at the meetings, for the 1954-55 product, was the greatest he personally has ever witnessed. "A Star Is Born," according to Haskell, is the greatest picture Warner Bros. has ever turned out, and he is confident it will rank with the greatest the Industry has ever seen. Detailed information on the meeting, and the product, will appear in next week's issue of The Digest.

**A letter from Bill Singleton advises that Associated Screen News have recently installed extensive new cleaning equipment that will remove the dirt and oil from black and white or colour prints. This should prove particularly helpful**

(Continued on Page 7)

### Depots Arranged If Railways Strike

Clare Appel, announced this week, that the Toronto Film Board with Mavety Film Delivery have completed arrangements for the establishment of supply depots in key

(Continued on Page 3)

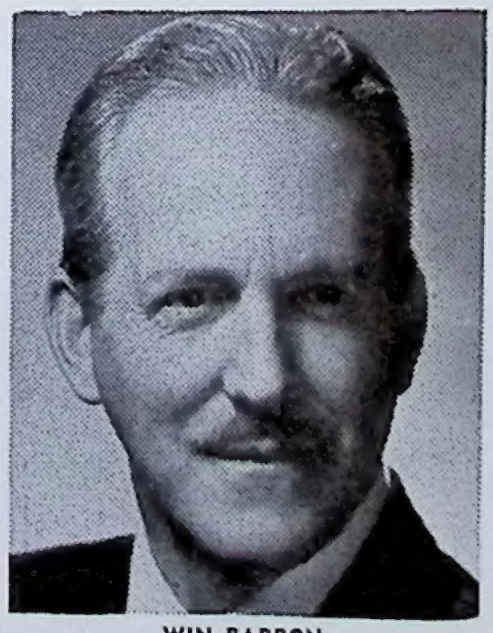
## "Canadian Premiere, Seven Brides Real Razzle-Dazzle..." Alex Barris

MGM's Canadian Premiere of "Seven Brides For Seven Brothers" in London, Ontario, made a hit with local moviegoers as well as the Globe and Mail movie reviewer, Alex Barris. The combined efforts of Manager Fred Jackson of London's Loew's, Jerry Collins, Loew's Publicist, and Chet Friedman, MGM publicity director, provided a real Hollywood setting for launching the picture in Canada.

Mr. Barris's account of the

(Continued on Page 6)

Keep your on



WIN BARRON
(See Page 3)

### 4 New TV Permits Brings Total To 28

The Canadian government has stepped up private television operations by approving four new private TV licenses for stations in

(Continued on Page 7)

### NFB Drive Set

A Drive has been instituted by Columbia Pictures in co-operation with the National Film Board on NFB subjects which are distributed commercially by Columbia. The Drive covers the six-month period from July 2nd to December 30th, 1954.

This is an inter-branch drive between Toronto, St. John, Montreal, Winnipeg, Calgary and Vancouver.

(Continued on Page 7)

## *General Theatre Supply Equips New Prince Edward Is. Drive-In*

Situated within four miles of Charlottetown, P.E.I. the "North River" Drive-in theatre (F. G. Spencer Company Limited) with capacity for 500 cars opened Monday, August 2nd.

The picture surface totals 3,500 square feet. The building occupying the centre of the theatre area, contains the projection-room, restrooms and one of the largest and most modern confection stands in any Drive-in theatre in Canada. It is stated that the arc lights and lens are of such an order that has never been attempted in this country before.

(Continued on Page 6)

### Second Annual Trade Show

Plans are now underway for the Second Annual Trade Show to be held at the King Edward Hotel during the Annual Convention week of the Canadian Motion Pic-

(Continued on Page 7)

PERSPECTA SOUND DEMONSTRATION, AUGUST 26th, LOEW'S UPTOWN, TORONTO

# NEVER BEFORE IN FILM HISTORY!

## The phenomenal grosses of "GONE WITH THE WIND" in its 5th release are a Miracle of All-Time Show Business!

# GREATER WITH THE WIDE-SCREEN!

David O. Selznick's Production of Margaret Mitchell's Story of the Old South "GONE WITH THE WIND" in Technicolor • starring Clark Gable • Vivien Leigh Leslie Howard • Olivia de Havilland • A Selznick International Picture • Directed by Victor Fleming • Screen Play by Sidney Howard • Music by Max Steiner.

***FOR INSTANCE!***

"GONE WITH THE WIND" in the first 90 engagements of its fifth release tops its second, third, and fourth release and even exceeds the first *(original)* release in the following cities:

Philadelphia, Boston, Cincinnati, Detroit, Evansville, Pittsburgh, El Paso, Omaha, Birmingham, Nashville, Chattanooga, Austin, Texas, Colorado Springs, Colorado, Green Bay, Wisc., Charleston, South Carolina, Washington, D. C., Augusta, Ga.

★

## "GWTW" GOLDMINE!

133% of "SHOW BOAT"

178% of "LONG, LONG, TRAILER"

128% of "MOGAMBO"

★

CHOICE OF SOUND: PERSPECTA STEREOPHONIC OR OPTICAL 1-CHANNEL

## B.C. Sunday Shows Out

Sunday evening shows held at three Vancouver Drive-In theatres for the past two years in co-operation with different groups and part of the proceeds from a collection going for charitable purposes, have been discontinued by order of the RCMP.

Operators of the drive-ins were notified by Burnaby RCMP that if they held any more Sunday shows an application would be made to the attorney-general's department for a fiat to prosecute them under the Lord's Day Act.

Investigating RCMP constables found all three theatres closed last Sunday.

The investigation into Sunday operation of the drive-ins was launched after receipt of several complaints against noise and disturbance on Sundays from the theatres by residents.

## "Little Fugitive"

Distribution rights for "Little Fugitive" has been acquired by United Artists for Great Britain, Canada and the Commonwealth countries.

## Keep Your Eyes On

### WIN BARRON

**Although he was engaged in the various branches of show business from the time that he worked under Jack Arthur exploiting pictures at Toronto's Uptown Theatre, Win Barron considers that he didn't actually get into the film business until 1941, when he was approached by Del Goodman to do publicity for Paramount. From the early days at the Uptown until that time, Win was very active in radio, instigating the first Hollywood chatter column over station CFCA in 1927, and continuing as a columnist of the air until he went to England to produce the Lux Radio Theatre there.**

**Subsequently, he returned to Canada to work on "49th Parallel" when that picture was being produced here and that's when Del Goodman came up with his offer of the Paramount publicity berth. Almost immediately, Win started to branch out. He became the "voice" on the Canadian Paramount newsreel in 1942, then began to write the newsreel himself and, 10 years ago, was made editor.**

**He has been Paramount Drive Captain in Canada, for the last two years.**

# Across the Country

### Toronto and District

*Mayor A. J. Mason of Springhill, N.S., chairman of the Motion Picture Industry Council of Canada, is expected to make his next trip to Ontario for the annual convention at Windsor, Aug. 29 - Sept. 2 of the Canadian Federation of Mayors and Municipalities of which he is a past president. He will stop off at Toronto and Hamilton.*

• • •

*Sam Hebscher, former manager of the Palace Theatre, Hamilton, continues to be identified with entertainment features as impressario of the Hamilton Forum for Ken Soble. The amusement and sport centre was the scene of a week's engagement of Sam Snyder's Water Follies, under the auspices of the Lions Club, at $2 top.*

• • •

*Eastern Theatres Limited, subsidiary of Famous Players for the operation of the Imperial Theatre, Toronto, declared a dividend of $2 on its shares payable Aug. 18 to stockholders at Aug. 10. The Imperial introduced Canada's first CinemaScope last October and now Toronto alone has 15 installations of the new equipment.*

• • •

*While business may be slightly off at the moment, in Ottawa, the Joe Schenk saying that "there's nothing wrong with the business that a good picture won't cure" has again proven true at the Glebe Cinema, the Little Elgin and at the Odeon Theatre. Heidi is a hold-over at the Little Elgin where it is attracting droves of youngsters and their elders. Rob Roy was a recent hold-over at the Regent Theatre, the Walt Disney production also being popular with the younger set. Gregory Peck in Man With A Million is also attracting large crowds on its second week at the Odeon.*

• • •

*The Parks committee of the City of Kingston is conducting Sunday night film shows without admission fee in the public parks in collaboration with the Kingston Film Council.*

• • •

*Irving Herman, popular drum-beater for Warner Brothers, was a visitor in Ottawa this past week. Irving was in conference with Jimmy Chalmers, manager of Odeon Theatre, where one of the Warner Brothers' most widely publicized productions will open shortly.*

• • •

*The Kidnappers was all set to close its record-breaking run of 15 weeks at the Glebe Cinema, Ottawa, when a sudden upsurge in attendances and numerous phone calls brought about a further hold-over. The sensational British "sleeper" is the talk of the town, and its long run here has been noted by local newspapers in editorial and news stories.*

### Maritimes

*Mr. Herman Kerwin, Manager at the 'Regent' theatre, Saint John, N.B. (Franklin-Herschorn) took over at the Midway Drive-in theatre, Sydney, N.S., while Mr. Al Murphy the Manager there visited his home in Saint John, N.B. last week.*

• • •

*Mr. Charles Chase, Projectionist at the N.B. Censor Board in Saint John, N.B. is a delegate from the Local Union 440 to the 42nd Convention of the I.A.T.S.E. of the United States and Canada being held at the Music Hall in Cincinnati, Ohio.*

• • •

*Mr. James Bullerwell, Manager at the Community theatre, Yarmouth, N.S. has been elected Manager of the Yarmouth County District Baseball League.*

### Vancouver

*A well known Vancouver architect, who was in charge of the building of many local houses, Henry Simmonds died in his 70th year. The last houses he supervised were the Odeon at West Vancouver and the Odeon Theatre in Victoria on Vancouver Island.*

• • •

*Ruta Lee, a Canadian born moving picture actress, one of the seven brides in "Seven Brides For Seven Brothers" MGM, was a Van-*

*(Continued on Page 6)*

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## Strike

*(Continued from Page 1)*

areas, in the event of a railway strike.

Mr. Appel, informed the Digest, that Film Boards across the country, were completing similar arrangements, guaranteeing that there would be no interruption in the flow of prints to exhibitors.

## Republic Signs 3 Top Stars

Yvonne De Carlo, Rhonda Fleming and Rita Gam were signed over the weekend by Herbert J. Yates, president of Republic Pictures, and producer-director William Dieterle to star as the three women in Richard Wagner's life in "Magic Fire," which will be filmed in color by Trucolor in Germany starting September 11.

Yvonne De Carlo will portray Minna, the composer's first wife; Rhonda Fleming will have the part of Mathilde Vonwesendenck; and Rita Gam will be Cosima Liszt.

One of Republic's most ambitious productions, "Magic Fire" is based on the recently published biography of the same title written by Bertita Harding.

## B.E. Games Film

A film covering highlights and some of the background of the current British Empire Games in Vancouver is being made by the National Film Board of Canada and will be ready for exhibition in first-run movie-houses by August 18 or 19.

Nicholas Balla, executive producer who was supervising editing of the film as it arrived by air in Ottawa, said the one-reel, black-and-white story will be climaxed by the mile duel won by Roger Bannister over John Landy.

## "Moby Dick"

John Huston is directing and producing Warner's "Moby Dick," Technicolor feature, starring Gregory Peck.

"Ranks with all-time great productions! Its benefits will be felt by the entire motion picture industry—including every exhibitor. This is one of those films the screen cannot live without—a picture that will appeal to everyone!"

HOLLYWOOD REPORTER

WILLIAM A. WELLMAN'S

# THE HIGH

"This is one of the best! An undoubted winner and a well nigh perfect accomplishment!"

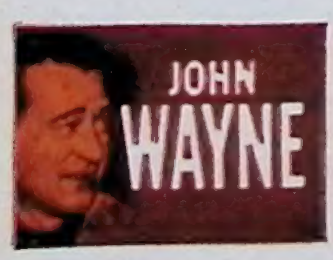
FILM DAILY

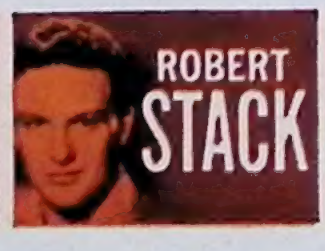
"An event in the history of the screen that the public will long remember as superb entertainment, and the industry as a boxoffice great!"

M. P. HERALD

# MG

## CINEMASCOPE WARNERCOLO





*Everybody's recording the terrific title song by Dimitri Tiomkin!*

MGM RECORDS: Leroy Holmes & Orchestra • A Whistling Chorus by Fred Lowery

CORAL RECORDS: Johnny Desmond • Georgie Auld & Orch. • Dimitri Tiomkin

CAPITOL RECORDS: Les Baxter & Orchestra. *And more coming!*

WITH

PAUL KELLY · SIDNEY BLACKMER

SCREEN PLAY BY E

Directed b

Music Composed and Conducted by Dimitri

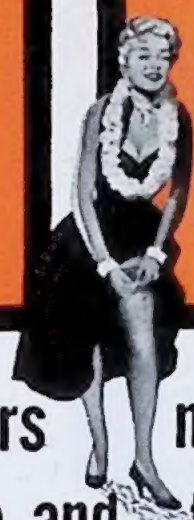
"Will place high on the want-to-see list of every patron! A cinch to be among the top boxoffice entries of the year!"

M. P. DAILY

"A socko entertainment! Hearty grosses should be the rule!"

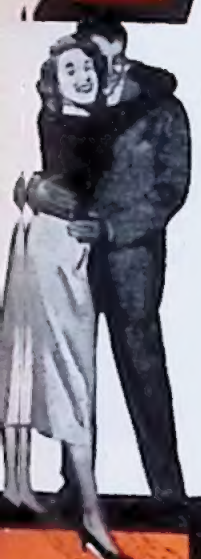
VARIETY

# AND THE



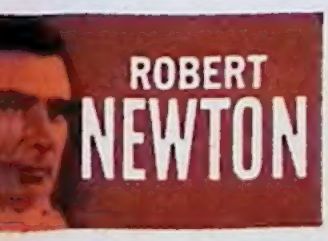
"Let the customers name whatever emotions they most relish in their screen fare, and this masterfully made production supplies it! Should be among the year's most profitable attractions!"

BOXOFFICE



# HTY

## R AND STEREOPHONIC SOUND

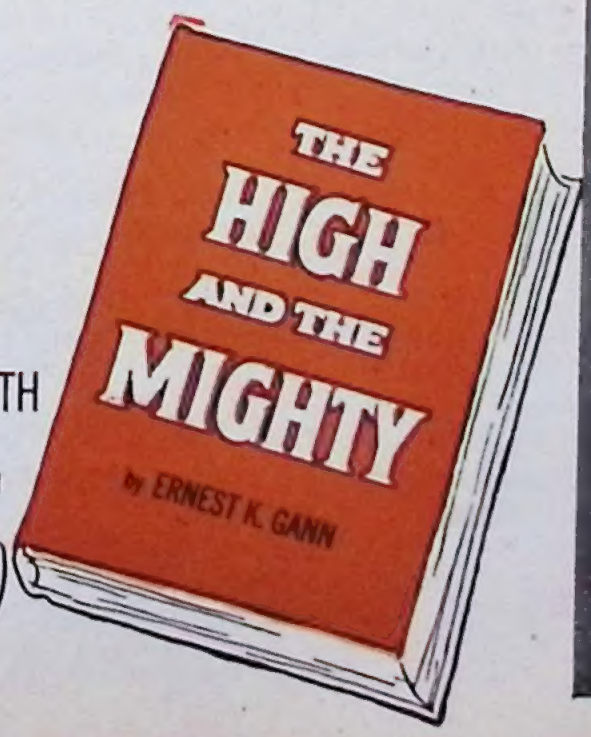


AD INTRODUCING
IOE AVEDON · KAREN SHARPE · JOHN SMITH

IEST K. GANN A WAYNE-FELLOWS PRODUCTION

WILLIAM A. WELLMAN

lomkin DISTRIBUTED BY WARNER BROS.




MIGHTY IT IS!

BREAKING
BOXOFFICE
RECORDS
EVERYWHERE

*OF COURSE IT'S FROM*

WARNER BROS.!

# "Greatest Show" Gets Top Promotion

A German stilt-walker was used in advance for a ballyhoo stunt down at the Toronto Air Show, for the campaign on Paramount's "The Greatest Show On Earth," Imperial Theatre, Toronto, jointly carried through by Russ McKibbin and Tiff Cook. This boy was eleven feet high and completely covered in a circus ring master's outfit so as not to show the stilts. He covered the crowded area for seven hours during the Air Show and carried an appropriately lettered card on his back and was accompanied by his five-foot-two wife.

At noon, on opening day, 1,156 imprinted balloons were released from the 13th floor of the Royal Bank Building with every tenth balloon carrying a pass for the show. This received advance plugs the day before in the Globe & Mail and the Telegram. Some of the balloons landed on roofs and in back alleys and even these were recovered with people darting down alleys and attempting to get up on roofs.

A special record was played continuously over the front speaker system to add circus atmosphere and a large false front with small circus tent over the box-office was put up.

Hobberlin's Men's Wear had a "Greatest Show" window, with the main attraction being a lighted shadow box with colored transparencies.

Russ McKibbin lined up thousands of free samples for the kids in the mornings during the run. These included Pepsi, potato chips, ice cream, Kerr's butterscotch and Shopsy's Hot Dogs. Every morning a free sample of one of the above was given out to all the kids attending between the hours of 9.30 and 11.30 a.m.

## Seven Brides

*(Continued from Page 1)*

event, which appeared in Monday's Globe and Mail, is reprinted below.

"All the world loves a premiere, it seems, and London is no exception. The combined forces of Loew's Theatres, MGM Pictures, the London Kinsmen's Club and the city council put on a real razzle-dazzle Canadian premiere of a movie Friday night, and thousands of Londoners went for it hook, line, and sinker.

"The picture in question was MGM's delightful musical, 'Seven Brides For Seven Brothers,' and the choice of London for the first public showing in Canada was a natural, for here it was that the seven bachelor House brothers turned up, in response to a shot-in-the-dark publicity stunt by Loew's and MGM.

"The brothers — Earl, Clarence, Bill, Lee, Vernon, Raymond, and George — were flown to New York a couple of weeks ago, to attend the opening of the picture there, and, after a quick visit to their Port Stanley farm home, they came down to London for Friday's doings.

"And big doings they were, too. At 1:30 p.m., there was a parade along the downtown dstrict to the city hall, where Mayor Rush welcomed the boys. In the evening, the brothers were guests of honor at a Kinsmen's Club banquet, and then they led another parade from the London Hotel to Loew's Theatre for the show.

"To call the premiere a rousing success would be almost an understatement. Dundas St. was jammed with thousands of Londoners, and police had their hands full trying to keep a path open for guests to enter the theatre. Each time a House brother arrived — with a local model all dressed up as a bridesmaid—the spectators cheered and craned their necks for a closer look.

"Adding the necessary touch of glamour to the proceedings was Ruta Lee, one of the seven brides of the movie. Miss Lee, a native of Montreal, has travelled across Canada doing personal appearances to publicize the picture."

## Fox Planning Scope Newsreel

Twentieth Century-Fox's Movietone News, which will celebrate its 25th anniversary in September, is experimenting with and planning a CinemaScope newsreel, it was learned recently.

Edmund Reek, vice-president and producer of Movietone News, said that "a CinemaScope newsreel is in the planning stages now." Reek is marking his 35th anniversary with the 20th-Fox newsreel-producing subsidiary this month, having joined the old Fox News in 1919.

Operators of CinemaScope equipped theatres have been inquiring for such a newsreel version it was reported.

## Above Us, The Waves

London Independent Producers in association with the P. Arthur Rank Organization are to film the bestseller, "Above Us, the Waves," by C. E. T. Warren and James Benson. The Admiralty is cooperating in making the film which depicts the attack by midget submarines on the German battleship Tirpitz.

Pic is due to start rolling at Pinewood in September, and will be produced by Bill MacQuitty and directed by Ralph Thomas. Script is by Robin Estridge. A number of sequences already have been shot during the naval exercises.

## "Dreamland"

"Dreamland" is to be Scott R. Dunlap's next scheduled production for Allied Artists.

## *Canadian Navy Aids Filming Warner Brother's "The Sea Chase"*

An exchange of visits between the senior officers of the Canadian naval squadron currently in Long Beach port and Director John Farrow and his Warner Bros. staff have resulted in valuable cooperation for "The Sea Chase," forthcoming World War II adventure saga to star John Wayne in CinemaScope and WarnerColor.

Commander Georges LaRue, a war-time service buddy of Farrow in the Canadian Navy, permitted the director to take Art Director Franz Bachelin and a still photographer aboard his flagship, H.M.C.S. Iroquois, to make sketches and photographs for guidance in set construction.

"The Sea Chase" is based on a fugitive freighter in war-time.

## Across the Country

*(Continued from Page 3)*

*couver visitor helping Chet Friedman, Canadian Publicity head of MGM exploit the picture.*

• • •

*Drive-in business after a slow start caused by inclement weather, particularly in May and June are now making up for lost time with most ozoners doing capacity.*

• • •

*Mrs. Don Findlay, formerly employed on film row has joined the TV section of CBC as a film cutter. Rod Fisher, manager of the Kingsway and his wife Evelyn are on holiday in the Okanagan fruit belt.*

• • •

*The local MGM branch, under manager Charlie Ramage were the top branch, beating all Canadian offices and U-S branches in the recent sales drive.*

• • •

*Bob Foster, President of Theatre Employees local and his wife Flo, business agent of the union are away in Cincinnati attending the IATSE National Convention.*

• • •

*Gordon Stevenson, formerly on the LUX staff is now manager of Neon Products of Western Canada in Victoria.*

• • •

*"The Kidnappers" is still going strong on its 13th week at the 700-seat Dunbar, breaking all long run records for Vancouver.*

## P.E.I. Drive-In

*(Continued from Page 1)*

Mr. G. A. Walters is Managing-Supervisor of both the Prince Edward theatre and the North River Drive-in theatre. Mr. James Clowes is Manager of the Capitol theatre and assistant to Mr. Walters in the management of the Prince Edward.

Mr. Dennis Garnhum, chief projectionist has had an unbroken record of employment with the Spencer Company at Charlottetown for over 28 years.

A staff of sixteen will be on duty at the North River Drive-in. J. N. Kenney Company Limited of Yarmouth, N.S. was responsible for the construction of this modern Drive-in theatre. Mr. Duncan McPhee, engineer for General Theatre Supply Company installed the projection equipment and Mr. E. S. Chandler of Chappel & Company did all the electrical work.

The opening picture was Warner Bros, "Painting The Clouds With Sunshine."

## For Adults Only

During the months of June and July the following features were classified by the Ontario Board as "Adult Entertainment."

June: Dial 'M' for Murder, Indiscretion Of An American Wife, and Long Wait.

July: About Mrs. Leslie, Big Chase, Daughter of Darkness, Mad Magician, Once A Sinner, On The Waterfront and Ring Of Fear.

# On the Beam

(*Continued from Page 1*)

**where prints have had a long run or where there are older prints that distributors may decide to re-release. Bill states that the new equipment will recondition prints perfectly with one exception, they cannot remove scratches.**

The Council of Motion Picture Organizations, Inc., otherwise known as COMPO, has been running a series of ads in Editor & Publisher, the 24th in the series appearing in the issue of Aug. 7th, and serving to point up the basic differences between the Motion Picture Industry and Television.

**"Movies are supported entirely by money the public pays at the boxoffice," the ad says. "They get this public support solely on their merits as entertainment. If a picture pleases the public it succeeds, if not it fails. It's as simple as that."**

"Furthermore," the ad continues, "in an effort to persuade the public to support its pictures, the motion picture industry spends a considerable sum on advertising, most of it in the newspapers. Thus the movies are a source of newspaper revenue."

**"Television, on the other hand, derives its income solely from advertising. In other words, it is an advertising medium, just like the newspapers, magazines, radio and billboards."**

Purpose of the ad was expansion of a theme brought up in a recent editorial in Editor & Publisher, that discussed the newspapers' practice of giving FREE space to television programs while charging top rates for movie ads.

**World premiere of Paramount's Alfred Hitchcock production, "Rear Window," was held last week at the Rivoli Theatre, New York, before more than 2,000 social, civic and business leaders, celebrities and members of the buying public. Proceeds from the premiere were turned over to the American-Korean Foundation for relief work in Korea. One of the leading sponsors of the premiere was President Syngman Rhee of Korea. All reports on the picture indicate "Hitch" has done it again, turning out another smash suspense-packed hit.**

Just to clear the air of all confusion in respect to this year's Grandstand Show at the Canadian National Exhibition, Aug. 27th-Sept. 11th, we are advised as we go to press that Roy Rogers, Dale Evans, "Trigger," and the entire troupe will definitely perform at the Grandstand, with all unions involved apparently satisfied, for the present at least. Incidentally, Jack Arthur's many friends will be glad to know that he is fully recovered from his recent illness, and he and Midge are hard at work on final preparations for this year's show.

## TELE-NEWS

No one man can claim credit for television. It is the product of many minds, another triumph of mass production.

Television's beginnings cannot be traced to a single year, either. But here, in outline, is the start and the development of television:

**1873**

A telegraph operator named May, at work in Ireland, noticed his instrument worked differently on sunny days than on cloudy days. This suggested light and shadow could be transmitted.

**1875**

The first crude television set built by G. R. Carey of Boston.

**1880**

Leblanc developed the principle of television scanning — breaking a picture into small bits and then sending them out to the receiving point where they could be reassembled into the picture.

**1884**

Paul Nipkow took out a patent in Germany for scanning a picture by means of a spinning disk — mechanical scanning.

**1888**

Photoelectric cells built and demonstrated.

**1898**

Karl F. Braun discovered electrons can be controlled by magnetism and their path traced on a fluorescent screen.

**1906**

Lee de Forest invented the three-element vacuum tube.

**1907**

Boris Rosing, a Russian, patented a television system employing mechanical pickup equipment.

(*Continued next week*)

## TV Stations

(*Continued from Page 1*)

Moncton, Brandon, Peterborough and Sault Ste. Marie.

Granting of the four new TV authorities means that there are now 20 licensed privately owned stations. There are also eight TV stations owned by the CBC.

## "Track Of The Cat" Unusual Color Film

Director William A. Wellman is turning out something new in color films in "Track of the Cat," Batjac CinemaScope and WarnerColor production for Warners, by using sets, costumes and backgrounds that are almost entirely black and white with only several spots of vivid color to point up the action. The technique will focus audience attention on the actors' faces in closeups, and in long shots which will make it easier to follow the action. Aside from the flesh tints of faces of the stars, Robert Mitchum, Diana Lynn, Teressa Wright and Tab Hunter, and of featured players, the only colors will be a red-and-black mackinaw worn by Mitchum and a yellow pongee blouse used by Diana Lynn, some blue tints in the ice and the natural colors of Mt. Rainier.

## U-I's "The Shrike"

Jose Ferrer's vicious wife in Universal-International's picturization of the Pulitzer Prize play "The Shrike," will be June Allyson. The role will mark a change for Miss Allyson, who has been identified with more demure and homey assignments. The Joseph Kramm play will be made in September.

## Trade Show

(*Continued from Page 1*)

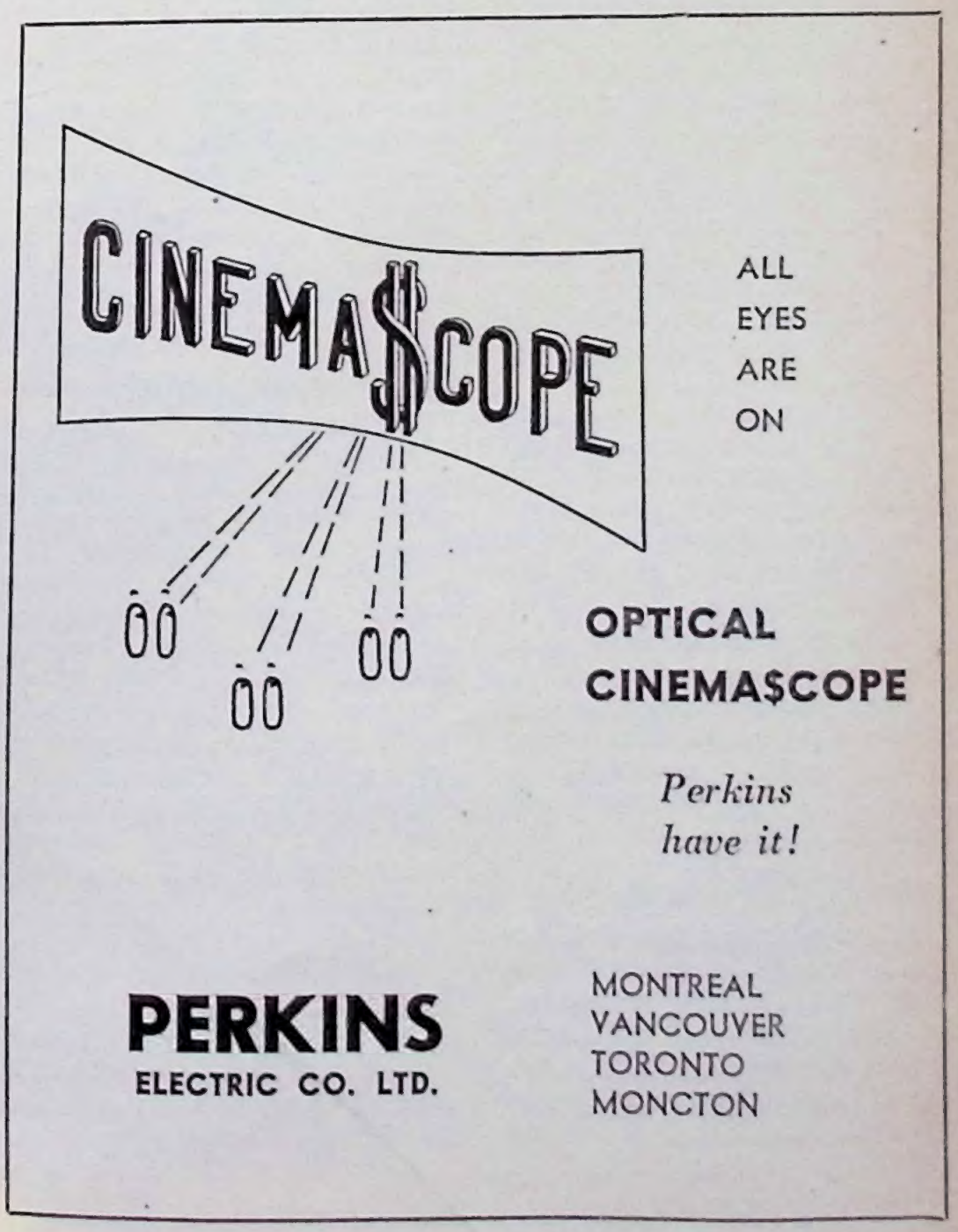
ture Industry. The Show will take place on November 23rd, 24th and 25th, and will open daily at 12 noon and continue until 8 p.m. The times of the Trade Show and the agenda of the Convention have been arranged to eliminate any conflicting activities, thus ensuring that a wider representation of exhibitors will be able to take advantage of the opportunities offered by the Trade Show.

A sizeable percentage of any profit accruing to the operation will be handed over by the Industry Council to the Benevolent Fund of the Pioneers.

## NFB Drive

(*Continued from Page 1*)

The objective is for each branch to exceed the bookings obtained last year. A quota has been set up for each branch calculated on the number of units booked during the same period last year. In order to qualify for ~~prize~~ money the branch must exceed this quota — that is, better last year's performance. The winner is judged by the greatest increase over quota. This is a unit drive, not a billing drive; in other words, every booking is equal regardless of the value.

# *Fox Holds Sales and Promotion Meet Myers and Glasier Represent Canada*

Merchandising policy for 20th Century-Fox releases during the last quarter of 1954 was developed last week in New York at an important sales meeting called by distribution director Al Lichtman and attended by Peter Myers, Canadian General Manager and Sam Glasier, Fox's Canadian Director of Exploitation.

Having focussed on the handling of Darryl F. Zanuck's "The Egyptian" in CinemaScope, a screening of which highlighted the parley, the regional sales executives also took up such CinemaScope productions as "A Woman's World," Walter Wanger's "The Adventures of Hajji Baba," and Otto Preminger's "Carmen Jones," October releases; "Black Widow" and "Desiree," November releases; and "White Feather" and Irving Berlin's "There's No Business Like Show Business, December releases.

Discussions also centered on the handling of standard films made for company release by Panoramic Productions. Among the films stressed were "A Life In The Balance," "The Raid," "The Gambler From Natchez," and "Princess of The Nile."

Following the talks on the forthcoming product, led by Mr. Lichtman and W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Glenn Norris, Eastern sales manager; and Alex Harrison, Western sales manager, a special round table discussion commenced.

The round table talks saw division and branch managers reporting on current exhibition conditions in their respective territories. A review of sales policy during the past year also was aired during the talks.

In another portion of the meeting, division managers and their respective branch heads met with president Spyros P. Skouras to discuss further current exhibition conditions across the country and in Canada.

Detailed plans for the exploitation of 'The Egyptian" were formulated in another meeting held by Rodney Bush, exploitation manager, and assistant manager Eddie Solomon wth the company's field exploitation staff.

## Film Dividends Up

Publicly declared film dividends in the first six months of 1954 totalled $11,717,000, well above the $11,108,000 paid in the same period last year, according to the United States Commerce Department. A special 20th-Fox dividend of $277,000 in June helped boost the total.

## J. H. Curtis Dies In New York

Funeral services were held in New York on August 2nd for Joseph H. Curtis, 37, son of Jack Cohn, executive vice-president of Columbia Pictures. Curtis, who was vice-president of the Donahue & Coe advertising agency, died of a heart attack.

Formerly, a vice-president of the Weiss & Geller agency, Curtis also was associated with various theatrical interests. He served in the Columbia advertising department and had investments in theatres in Washington, Chicago and New York. Curtis purchased the screen rights to the newspaper articles, "Crime on the Waterfront," by Malcolm Johnson, later turning them over to Sam Spiegel who produced "On the Waterfront."

## Knowles New NFB Man. Supervisor

The appointment of Arthur F. Knowles as Supervisor for Manitoba and North-West Ontario was announced last week by L. W. Chatwin, Director of Distribution for the National Film Board.

Knowles, 29, joined N.F.B. in July, 1953, as district field representative in the Hamilton area and has been assistant regional supervisor for Ontario since last November.

## Admissions Increase

The British drift away from the movies, largely attributed to television, has been stemmed, figures released by the British Board of Trade indicate. In the last three months of 1953 movie goers totaled 305,773,000 or 954,000 more than in the corresponding quarter of 1952.

Apart from figures for the last quarter in 1951, when admissions just exceeded those for the same quarter of 1950, this is the first time since the statistics began in 1950 that admissions have shown a rise.

## Loew's Net Up

Net profit of Loew's, Inc., increased in the 40 weeks ended June 10 to $4,466,376, equal to 87 cents per share, as compared with $3,185,871, or 62 cents per share, in the same period of the previous fiscal year.

## RKO Theatres Profits Soar

RKO Theatres' net profit for the first six months of 1954 (the company operates on a calendar year basis) soared to more than 100% over earnings for the first half of 1953. The second quarter of the current year brought a gain of well over 300%.

Corporation recently reported net income before deductions for special items of $954,117 for the first six months of this year. The special items referred to losses of $806,000 on disposal of theatre properties which, in turn, meant elimination of $35,000 in Federal tax obligations. The net after all taxes and deductions amounted to $904,024. Net for the first half of 1953, similarly after all taxes and special deductions, was listed at $417,602.

## Pine-Thomas 25 Years At Paramount

Bill Pine and Bill Thomas are celebrating their 25th anniversary at Paramount, the producers having started there in the publicity department a quarter of a century ago. The date also marks their 14th year together as producers.

Next month they start their 85th feature, "Lucy Gallant," starring Jane Wyman and Charlton Heston.

## Milland Directs For Republic

Ray Milland will take on the added responsibilities of director in a new Western drama to be made for Republic.

The Academy Award-winning actor has been selected to star in and direct "The Gunman," according to an arrangement made by Herbert J. Yates. His last screen performance was in "Dial M For Murder," a Warner Bros. release.

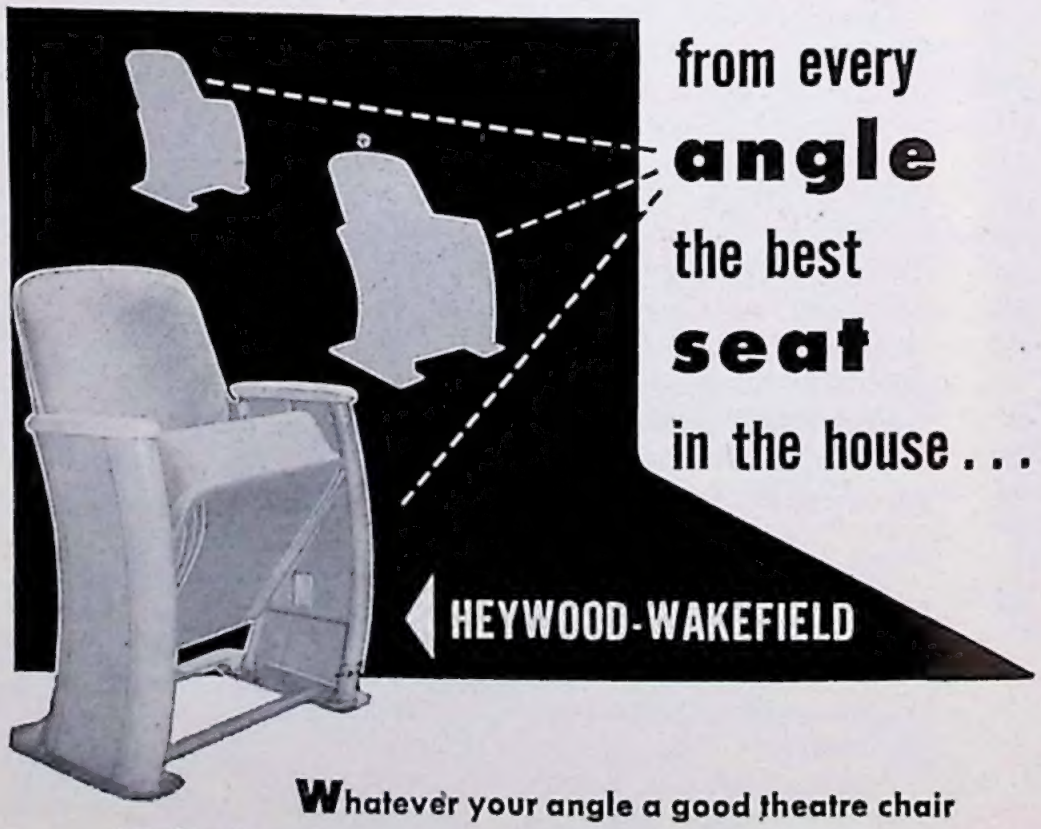
"The Gunman" is planned as a big-scale outdoor story in color.

At the moment, Dick Powell is the only other actor directing a film. He is winding up "The Conqueror" for RKO. Burt Lancaster and Gene Kelly will direct themselves in films beginning later this month.

## Film Union Head Visits Canada

Tom O'Brien, general secretary of Englands National Association of Theatrical and Kinematograph Employees arrived in the United States last week. He will address the IATSE convention this month, and also confer with Eric Johnston and other industry leaders.

From Hollywood, he goes to Regina to address the Trades and Labor Congress, before returning home.

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## Chatter . . . That Could Matter!

By MAX CHIC

A Drive-in theatre just outside Leamington, Ontario and operated by Messrs. **Scott** and **Stanton** opened last week before obtaining a license, resulting in the shuttering of the theatre . . . no word as yet from officials as to its re-opening. We understand that distributors can be penalized if prints are shipped to a theatre before clearance is given.

**Morris Stein** and **Clare Appel** have replaced the late **Charles Mavety** and **Ray Lewis** on the Board for the **Pioneers Benevolent Fund** . . . other members are **N. A. Taylor, G. Beeston** and **Oscar Hanson,** who is chairman of the Board. Watch for a major switch in distribution, soon to be announced, by one of our Canadian distributors . . . **Bill Summerville Jr.** in Europe visiting his son, Paul who is part of a musical trio.

**Sam Vinson,** Film Art Trailers, will soon be mailing the largest catalogue of film trailers ever published . . . Canadians still copping top honors in American Showmanship Contests . . . this time it was **Walter Hopp,** International Cinema and **Bob Harvey,** North Bay who came first in the recent quarterly judging of the Motion Picture Herald, for their respective divisions. Other Canadians who were cited for Awards are **John McKim,** Odeon, Sarnia; **Sam Binder,** Odeon, Edmonton; **Bill Burke,** Capitol, Brantford; **Mel Jolley,** Century, Hamilton; **Frank Lawson,** Odeon Danforth, Toronto; **Len McGuire,** Odeon, Port Arthur; **F. Marshall,** Lux, Vancouver and **Lin Martyn,** Capitol, Niagara Falls.

A gentle reminder to these boys and all Canadian exhibitors, the **Digest Showmanship Contest** deadline is August 31st . . . help yourself by helping us make this annual event, a publicity man's dream, come true. Travelling or away on vacation are, **Irving Herman, Sam Glasier, Frank Fisher, Wannie Tyers** and **Tommy Knight** . . . Alliance Films first of 6 Italian features from Continental Films, New York, opened to a record-breaking week at the Studio, Toronto.

The Event Of The Week . . . the Third Annual **Pioneers Golf Tournament** at **St. Andrew's Golf Club** last Thursday . . . but more of this next week.

## RKO Extends Offer To September 30th

Directors of RKO Pictures have extended to Sept. 30 the period within which stockholders may tender their stock for redemption at $6 per share, it is announced by James R. Grainger. Board further extended to the same date the period within which Howard R. Hughes may accept the offer to sell all or any portion of his 1,262,120 shares at $6.

## "The Black Knight"

Alan Ladd and Patricia Medina get top billing for Columbia's "The Black Knight."

## Sid Rogell Named To New Fox Post

Sid Rogell has been named executive production manager for 20th Century-Fox, in an announcement made by Darryl F. Zanuck, vice-president in charge of production. He will succeed Raymond A. Klune, who resigned to join Hecht-Lancaster as general production manager. Mr. Rogell starts his new job at a period of expanding production at Fox.

## The Good Die Young

"The Good Die Young," will star Richard Basehart, Gloria Grahame and John Ireland for UA.

## Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

### TORONTO

**IMPERIAL**
Demetrius and the Gladiators (20th-Fox) CinemaScope and Technicolor with Victor Mature and Susan Hayward.

**SHEAS**
Second week. Living It Up (Para.) Technicolor with Dean Martin and Jerry Lewis.

**UNIVERSITY**
Knock On Wood (Para.) Technicolor with Danny Kaye.

**EGLINTON**
Second Week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

**NORTOWN**
Queen of Sheba—(20th-Fox).

**ODEON**
Third week, Garden of Evil (20th-Fox) CinemaScope and Technicolor with Gary Cooper.

**UPTOWN**
Her Twelve Men (MGM) with Greer Garson and Robert Ryan.

**LOEW'S**
Third week. Gone With the Wind (MGM) Technicolor with Vivien Leigh.

**HYLAND & CHRISTIE**
Second week. The Maggie (JARO) with Paul Douglas.

**INTERNATIONAL CINEMA**
Twenty-third week. Hobson's Choice (IFD) with Charles Laughton.

**DOWNTOWN**
Sins of Rome (IFD) and Massacre Canyon (Col.).

### MONTREAL

**PALACE**
Second week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

**LOEW'S**
Carnival Story (RKO) Technicolor with Anne Baxter and Steve Cochran.

**PRINCESS**
Prisoner of War (MGM) with Ronald Reagan and Dewey Martin.

**CAPITOL**
Valley of the Kings (MGM) Technicolor with Robert Taylor and Eleanor Parker.

**IMPERIAL**
Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck and Broderick Crawford.

**ORPHEUM**
Heidi (U-A) and White Mane (U-A).

**KENT**
Eighteenth Week. The Kidnappers (JARO) with Vincent Winter.

**SEVILLE**
Second Week. Marlag 'O' (IFD).

**ALOUETTE**
Le Destin S'Amuse and La Nuit est Mon Royaume.

### WINNIPEG

**CAPITOL**
Third week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

**LYCEUM**
The Bait (Col.) and El Alamein (Col.).

**MET**
Living It Up (Para.) Technicolor with Dean Martin and Jerry Lewis.

**ODEON**
Second week. Ma and Pa Kettle At Home (E-U) with Marjorie Main.

**Garrick**
Ride Clear Of Diable (E-U) Technicolor and Creature From The Black Lagoon (E-U).

**GAIETY**
Dial M For Murder (WB) WarnerColor with Ray Milland and Grace Kelly.

### CALGARY

**CAPITOL**
Executive Suite (MGM) with William Holden and June Allyson.

**PALACE**
Carnival Story (RKO) Technicolor with Anne Baxter and Steve Cochran.

**UPTOWN**
Francis Joins The Wacs (E-U) with Donald O'Connor and Julia Adams.

**GRAND**
Garden Of Evil (20th-Fox) CinemaScope, Technicolor with Gary Cooper.

**STRAND**
Dragonfly Squadron (AA) and Highway Dragnet (AA).

### VANCOUVER

**CAPITOL**
Third week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

**ORPHEUM**
Living It Up (Para.) Technicolor with Martin and Lewis.

**STRAND**
Third week. Dial M For Murder (WB) WarnerColor with Ray Milland.

**STUDIO**
Times Gone By (IFD) with Gina Lollobrigida.

**VOGUE**
Second week. Man With A Million (JARO) Technicolor with Gregory Peck.

**PLAZA**
Heidi (UA) and White Mane (UA).

**PARADISE**
The Joe Louis Story (UA).

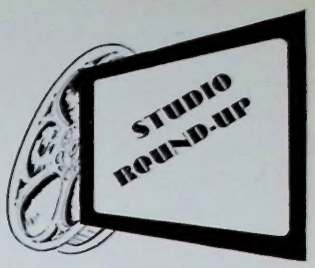
**DUNBAR**
Thirteenth week. The Kidnappers (JARO) with Vincent Winter.

### SAINT JOHN

**STRAND**
Johnny Guitar (E-U) Trucolor with Joan Crawford.

**CAPITOL**
El Alamein (Col.) and Killer Ape (Col.).

**PARAMOUNT**
The Student Prince (MGM) CinemaScope and Color with Anne Blyth and Edmund Purdom.




**W. R. Frank's** "Sitting Bull," will have its gala world premiere Aug. 19th . . . First CinemaScope production for United Artists release, it is filmed in Eastman Color and stars **Dale Robertson, Mary Murphy** and **J. Carrol Naish,** directed by **Sidney Salkow** . . . Producer **Ted Richmond** has a shooting date of Nov. 15th for Columbia's Copa Production, "The Stalk," Technicolor film starring **Tyrone Power** and **Linda Christian.**

**Richard Burton,** 20th-Fox star, arrived in New York from London to start his latest CinemaScope assignment, "Prince Of Players." . . . Top picture-making team of **William Perlberg** and **George Seaton** to produce and direct Paramount's "The Magnificent Devils," which will star **Deborah Kerr** . . . **Jose Ferrer** and wife **Rosemary Clooney** doing singing and dancing specialty 'Mr. and Mrs.' for the MGM extravaganza "Deep In My Heart."

Set for early production at U-A is the **Paul Gregory** production of "The Night Of The Hunter," **Charles Laughton** to direct with **Robert Mitchum** as top star . . . Producer **Walter Wanger** has completed the CinemaScope feature "The Adventures Of Jajji Baba," for Allied Artists wth **John Derek** and **Elaine Stewart** starred.

**Jack Hawkins, Dewey Martin** and **Joan Collins** top billers for **Howard Hawks'** "Land Of The Pharaohs," a CinemaScope-WarnerColor production . . . A.A.'s star **Wayne Morris** was signed by producer **William F. Broidy** to co-star with **Dane Clark** in "Dynamite Anchorage" . . . October set as the release date for JARO's new Technicolor feature "West Of Zanzibar," **Michael Balcon** production starring **Anthony Steel** and **Sheila Sim.**

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